



June 3, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Mr. Martin,

Please accept this letter on behalf of the Maryland SPCA, which should demonstrate to you the commitment that 101.9 LITE FM WLIF has made to our organization over the years.

The relationship began over 12 years ago with our "March for the Animals" fundraiser. Since then, 101.9 has been a media sponsor of the event each and every year. Their promotion has been so incredibly valuable to the event and has directly helped it grow from a fundraiser grossing \$40,000 in 1997 to over \$375,000 in 2008. 101.9 has very kindly provided PSA's to promote the event. In addition, we have been fortunate enough to be featured on their community radio show.

The day of the event, 101.9 DJ's have volunteered as celebrity guest judges for our pet costume contests in addition to emceeing the entire event. Their presence at the March for the Animals is certainly a crowd pleaser. The crowd itself has grown from just 500 participants in 1997 to nearly 6,000 last year.

In addition to supporting our largest fundraiser, the March for the Animals, 101.9 has been a wonderful friend to the Maryland SPCA in many other ways. They have donated their sound systems for our summer happy hours here at the shelter. They donate promotional items which we use as giveaways for our volunteers. They donate tickets to our volunteers for the biggest pet event in our area, the World of Pets Expo. These tickets are so important to us because it allows us to send our volunteers to the event to staff our SPCA vendor table.

In addition, CBS radio has launched their "Paws for a Cause" page off of their website, which features our adoptable shelter dogs. Through the Paws for a Cause page, they have also introduced us to a new veterinary hospital in town, who in turn has volunteered their services for our events and held an adopt-a-thon for us.

I can not say enough about the many contributions that 101.9 and CBS radio have made to the Maryland SPCA throughout the years. If our animals could talk, they would surely say thank you.

Sincerely,

Tami Gosheff  
Special Events and Outreach Coordinator